Metzner Floral Company

Mountain View, California

GLADIOLI

P. P. I. E. 1915

Grand Prize Strain

also

PRIZE WINNING

Petunias Carnations

Geraniums Pelargoniums

1917

SHOUT
SHARE
IT

YM
.E86

Established 1911

METZNER FLORAL COMPANY

Plants, Seeds, Bulbs

New Plant Creations

Gladioli — Petunias

Carnations — Pelargoniums

Geraniums — Pansies

Tuberous Begonias

Cyclamen — Dahlias

Nursery, located on the Alviso Road, east of the S. P. R. R. Crossing

MOUNTAIN VIEW — CALIFORNIA, U. S. A.

Our Nursery is located in the center of the famous Santa Clara Valley, on the line of the Southern Pacific Railroad, near Mountain View, about 37 miles south of San Francisco

INSTRUCTIONS for ordering, terms, conditions, etc.

Place your orders early.

Write name and address distinctly, always give shipping instructions. It is a good plan to enclose a printed card unless using a printed letter-head when ordering.

Goods will be sent C. O. D. when desired if 25% of the purchase price accompanies order. No charge for packing, boxing, or delivery to Express or Freight Depot at Mountain View, Calif. Our terms are Net Cash.

Responsible Firms can arrange to have quantity orders charged on Open Account.

Remit by Post Office Money Orders, Express Money Orders, or Bank Drafts.

Do not send Personal Checks.

Owing to recent Postal Inspection laws which occasion delay in delivery, we recommend the shipment of plants by express.

NON-WARRANTY. We pride ourselves on the high class Plants, Bulbs or Seeds we offer to the trade. We take extra pains in filling orders and use every care to send plants absolutely healthy, true to name and color; however, we give no warranty, implied or expressed as to quality, productiveness, color or description when sending our Plants, Seeds, or Bulbs. All orders are accepted and filled subject to these conditions only.

CLAIMS. To receive consideration, all claims must be made immediately on receipt of goods.

We will gladly correct any loss caused by our neglect, but assume no responsibility for damage in transit.

POLICY. We want your orders, present and future. It will be our every effort to please and satisfy you, and you may rest assured of liberal treatment.

METZNER FLORAL COMPANY,

Mountain View, California.

Metzner Floral Company

MOUNTAIN VIEW, CALIFORNIA

Metzner's Panama-Pacific Grand Prize Strain of Gladioli is the result of hybridizing and crossing of high grade imported varieties and novelties not generally listed in trade catalogues. From the original seed produced and saved at our nursery, Mountain View, California, this wonderful strain has been developed and improved.

The first public exhibition of seedlings consisted of about 800 bulbs, planted under the supervision of our Mr. Metzner in the Horticultural Gardens of the Panama-Pacific International Exposition held at San Francisco, Cal., in 1915.

The exhibit was the center of attraction for several months by reason of the extraordinary size of the flowers, the unusual length and strength of spikes and the wonderful diversity of new and rare colors.

In competition with numerous exhibits from various sections of this country and abroad, the exhibit was awarded the **Grand Prize**, the highest distinction of honor given at the Exposition in any class of exhibits.

At the close of the Exposition in December, 1915, all of the bulbs in the growing exhibit of the Metzner Floral Company were carefully tagged and removed to our nursery at Mountain View, and after a season of ripening re-planted in the spring of 1916.

We have continued our work of careful selection and crossing and as a result now have a strain which for range of color is unlimited, and for richness of color scarcely equalled by the orchid.

Seed of our new crossings planted in February, 1916, were in bloom in July, 1916, many of them producing flowers 5½ inches in diameter, a number of them producing more than three side laterals or flower spikes.

We have every reason to believe that as a result of the careful work of the past season, some wonderful developments both in new forms, size and color may be anticipated during the blooming period of 1917. We expect fully 100,000 seedlings to bloom at our nurseries at Mountain View, and visitors during the months of June, July, August and September may expect a rare treat in store for them.

GLADIOLI our specialty.

Our business is confined to the creation of new types by hybridizing and crossing. We do not handle the ordinary types sold East or abroad. All offerings made in this catalogue were produced at our nursery at Mountain View, Cal.

If you were not permitted to see our Exhibit at the Panama-Pacific International Exposition, picture if you can, GLADIOLI, standing, unsupported, from five to seven feet tall, many throwing three and four lateral shoots, producing flower spikes which could be cut over three feet in length, without touching the foliage.

Picture individual flowers, ranging from 4½ to 6½ inches in diameter, with 6 to 14 perfect flowers open at one time; an array of solid color tones or a blending of delicate tints, rivaling orchids in their richness. This is but a faint conception of the wonderful Gladioli display which won the admiration of thousands of flower lovers and brought us congratulations from Gladioli enthusiasts and specialists; a revelation to all as to the possibilities of this grand flower.

This season we will make a limited distribution of high class bulbs of blooming size; these will be sold mainly in assortments or sets, our prices are very reasonable.

To avoid disappointment we ask our friends and customers to place their orders without delay. Delivery can be made at any desired date.

We call particular attention to our assortments which are made up exclusively of our own strain or production from seed, raised at our nursery, and are not the ordinary surplus stock of negative value usually distributed by growers or jobbers.

Our collections will be sent out in sealed packets, bearing our name, and only from our nursery or through such distributing agencies as we may select.

SPECIAL COLLECTIONS.

In making up these assortments, we have selected 12 distinctive colors. These bulbs of blooming size, mainly unnamed seedlings, are numbered and color descriptions recorded at our nursery.

Future inquiry regarding them should refer to our nursery number, given with each bulb in the assortment.

If your order, for example, calls for five sets in the collection, you may expect to receive not less than 50 distinctive shades or colors.

Our bulbs are graded as to value while in bloom and an accurate color description taken of the choice grades. The higher priced assortments are worth more intrinsically, by reason of the length and form of spike, size of flowers or rarity of color or marking. The vigor of the type or strain runs through all regardless of price.

A limited number of extra choice varieties, named while in bloom, are of almost priceless value and are closely held for future increase and sale. These bulbs include some extremely rare colors, ideal for decorative purposes, in Purest White, Pure Yellow, Golden Orange, Salmon, Coral, Flesh, Lilac, Cattleya Pink, Rose Pink, Amethyst, Porcelain Blue, Lavender, Royal Purple, Scarlet, Cardinal, etc., with delicate blended tones unequalled heretofore in Gladioli or any other flower; massive spikes of perfect form and flowers ranging from 5 to 7 inches in diameter. Keep in touch with us if you want the World's Best in Gladioli.

Prize Winners

THE METZNER FLORAL COMPANY,

Mountain View, California,

have received the following medals covering their exhibit of Gladioli:

Gold Medal for Gladiolus, variety "Dr. Frederick J. V. Skiff."

Gold Medal for Gladiolus, variety "Polar Star."

Silver Medal for Gladiolus, variety "Capt. Asher Carter Baker."

We exhibited only three named varieties in quantity and all three carried off special awards.

"The Grand Prize"

For Growing Exhibit of Seedling Gladioli.

Variety—DR. FREDERICK J. V. SKIFF. Color delicate rose pink, throat and lower petals creamy yellow, marked darker rose-pink. Flowers 5½ inches in diameter. Spikes 5 to 6 feet tall.

$1.50 each.

Variety—"POLAR STAR." Milk white, lower petals delicate primrose, at times faintly tinged lilac. Flowers 5 inches in diameter. Spikes 5 to 6 feet tall.

$2.00 each.

Variety—"CAPTAIN ASHER CARTER BAKER." Bright scarlet, lower petals a creamy yellow, covered cardinal. Flowers 4½ inches in diameter. Spikes 3 to 4 feet tall.

$1.00 each.

Named Varieties

The following named varieties selected from our exhibit at the Exposition Gardens. Blooming size bulbs.

GAZELLE. Cerise flaked salmon, lower petals canary, blotched dark cerise.

15 cents each; $1.50 per doz.

OCTAVIA. Old pastel pink, lower petals old gold, with cardinal feather.

15 cents each; $1.50 per doz.

LEONA. Blue purple with garnet stripe.

15 cents each; $1.50 per doz.

MYRA. Old pink flaked, lower petals sulphur overlaid dark old pink.

15 cents each; $1.50 per doz.

URANUS. Medium rose-pink, lower petals cream, edged rose-pink.

25 cents each; $2.50 per doz.

ALBION. Cherry scarlet, cardinal feather over cream.

25 cents each; $2.50 per doz.

MAGNOLIA. Lemon white, lower petals canary, blotched crimson.

25 cents each; $2.50 per doz.

TWILIGHT. Cream white.

25 cents each; $2.50 per doz.

PSYCHE. Light cerise pink, lower petals cream, narrow border of dark cerise. Orchid type.

25 cents each; $2.50 per doz.

COLONIAL. Light lilac pink, lower petals golden yellow with narrow border of dark lilac. Orchid type.

25 cents each; $2.50 per doz.

RENO. Light cerise, lower petals white, with ruby markings.

25 cents each; $2.50 per doz.

TOKAY. Bright cerise, lower petals canary, marked scarlet.

25 cents each; $2.50 per doz.

REGULUS. Dark lilac, lower petals light canary, crimson feather.

25 cents each; $2.50 per doz.

PYTHIAS. Clear dark rose pink.

25 cents each; $2.50 per doz.

GERMANIA. Nell rose, flaked crimson, has central stripe of yellow.

25 cents each; $2.50 per doz.

AMAZON. Flesh pink, ruffled. Canna type.

40 cents each; $4.00 per doz.

DAMON. Light rose-pink, lower petals cream covered with dark rose feather.

40 cents each; $4.00 per doz.

DAMASCUS. Medium scarlet, lower petals cream.

40 cents each; $4.00 per doz.

YELLOW JACKET. Light yellow, lower petals golden yellow.

40 cents each; $4.00 per doz.

RED COAT. Light scarlet with scarlet feather over canary; very cheerful flower.

40 cents each; $4.00 per doz.

OSIRIS. Dark cerise, creamy to throat, with cherry blotch. Ruffled petals.

40 cents each; $4.00 per doz.

SPARTAN. Cherry scarlet.

40 cents each; $4.00 per doz.

TAHITI. Flaked cerise, cherry feather over cream.

40 cents each; $4.00 per doz.

REBECCA. Waxy white, purple markings. Ruffled type.

40 cents each; $4.00 per doz.

HARMONY. Delicate lilac pink, lower petals canary overlaid dark pink.

50 cents each; $5.00 per doz.

BEN LOMOND. Light yellow, lower petals golden olive, with garnet stripe.

50 cents each; $5.00 per doz.

SALMO. Medium salmon, lower petals light canary, covered with dark salmon.

50 cents each; $5.00 per doz.

ANTIOCH. Cerise flaked, with lower petals of dark orange.
50 cents each; $5.00 per doz.

RHODA. Flaked cerise, fine.

50 cents each; $5.00 per doz.

TYRO. Pastel rose-pink, soft color tones.

50 cents each; $5.00 per doz.

SIRIUS. Light rose-pink, lower petals cream feathered royal cherry; a beauty.

75 cents each; $7.50 per doz.

DARPIN. Dark rose pink, lower petals cream covered very dark rose pink.

75 cents each; $7.50 per doz.

ROSENEL. Brilliant Nell-rose, lower petals dark garnet.

75 cents each; $7.50 per doz.

SILVER MOON. Milk white; a beauty.

75 cents each; $7.50 per doz.

GRIZZLY BEAR. Light cerise.

75 cents each; $7.50 per doz.

THE PILOT. Clear rose-pink, ruffled.

75 cents each; $7.50 per doz.

BUNKER HILL. Cherry crimson, lower petals gold. Extra fine.

$1.00 each.

YOSEMITE. Cerise and cherry. Ruffled.

$1.00 each.

ROSEASH. Old rose, blended ashes of roses (exquisite).

$1.00 each.

JUANITA. Pinkish white, lower petals Nell-rose.

$1.00 each.

CINDERELLA. Delicate rose, lower petals primrose.

$1.00 each.

ACME. Fine rose tint.

$1.00 each.

We have a limited number of reserved **Exhibition** types, which will produce flowers of exceptional size and beauty; these are unnamed and are not listed for general sale; however, if you are in the market for rare novelties, something high class and exclusive, we can deliver the mother bulb and offspring. Prices range from $10.00 to $100.00 each.

SPECIAL COLLECTIONS

Metzner's Original Grand Prize Strain Gladioli.

"PRIZE WINNER."	Set of 12 bulbs, no two alike....per set	$10.00
"PANAMA PACIFIC."	Set of 12 bulbs, no two alike..per set	7.50
"WORLD'S FAIR."	Set of 12 bulbs, no two alike.....per set	5.00
"MOUNTAIN VIEW."	Set of 12 bulbs, no two alike..per set	3.50

Color records of each bulb in the above assortments are retained at our nursery, Mountain View, Cal.

GENERAL COLLECTION

Three popular priced sets of select bulbs, blooming size; sure to produce some choice flowers.

"GOLDEN GATE." Set of 12 bulbs.....per set $2.50

"FAR WEST." Set of 12 bulbs.....per set 2.00

"CALIFORNIA." Set of 12 bulbs.....per set 1.50

No color records retained but twelve distinct colors in each.

BEDDING MIXTURES

	Price
Lot No. 1 contains 100 bulbs, "Extra Fine" mixture	$10.00
Lot No. 2 contains 100 bulbs, "Choice" mixture	7.50
Lot No. 3 contains 100 bulbs, "Good" mixture	5.00

These bulbs range 1 inch or less in diameter, but are sure to bloom this season and produce fine flower spikes.

We prepay charges to any point in the United States where orders exceed $5.00.

Metzner's Giant Ruffled Petunias.

"Gold Medal" at the Panama-Pacific International Exposition awarded to Metzner Floral Company.

Flowers run from 4 to 6 inches in diameter.

EXCELSIOR. Medium pink, cream-white center, heavily veined crimson.

INTENSITY. Dark rose-pink, center maroon, spotted cream, veined out to edges extra dark rose-pink.

ARCADIA. Light lilac, cream-white center, veined to light crimson outer edge, veined black to throat.

EMPRESS. Medium lilac, heavily veined crimson.

INVINCIBLE. Dark crimson, black center.

WESTERN STAR. Old pink, creamy-yellow throat, veined chocolate, rich color combination.

WELCOME. Dark cherry, dark garnet center.

MAYFLOWER. Mottled body, edged rose-pink, yellow centers. (Extra large size.)

MYSTIC. Cream-white ground, edge ½-inch dark crimson. Dark cream center.

RUFFLED GEM. Extra heavily ruffled, crimson, cream center, veined dark purple.

RUFFLED DAISY. Heavily ruffled, rose, cream center, veined dark rose pink.

Strong rooted plants, 25 cents each; $2.50 per doz.

Seedlings of above types, 2¼ inch pots, assorted, $1.50 per doz.

Metzner's Extra Select Carnations.

CHIEF DENNISON. Bright scarlet, easily 4 inches in diameter. Strong, vigorous grower, extra long stems, fine commercial variety. Calyx does not split.
Awarded Gold Medal at Panama-Pacific International Exposition.

25 cents each; $2.50 per doz.

CORONA. A beautiful shade of light rose-pink. Blooms ball-shaped, 5 inches and more in diameter. Fine specimen or show plant.

25 cents each; $2.50 per doz.

WESTERN CHARMER. Dark rose-pink, very free bloomer, non-splitting calyx. Choice commercial flower. Large size.

25 cents each; $2.50 per doz.

PORTOLA. Light rose or baby-pink, extra fine in color and general habit. Medium size flower.

15 cents each; $1.50 per doz.

CHAMOISE. Buff and salmon blended. Free bloomer. Medium size flower.

15 cents each; $1.50 per doz.

WHITE DOVE. Free blooming, white, non-splitting, extra large blooms. A Commercial variety, large size flower.

15 cents each; $1.50 per doz.

GOLDEN WEDDING. Clear yellow, medium size flower. Non-splitting.

15 cents each; $1.50 per doz.

LONDON SMOKE. Purple with strawberry center.

15 cents each; $1.50 per doz.

SUNSET. Straw flaked orange.

15 cents each; $1.50 per doz.

12 Assorted Carnations, strong plants, our selection, for $1.00.

Choice Pelargoniums

BEAUTY OF MOUNTAIN VIEW. Awarded GOLD MEDAL at Panama-Pacific International Exposition.
Extra large flowers, very free bloomer, rose-pink, white center, upper petals dark rose-pink with two dark brown spots.

25 cents each; $2.50 per doz.

"FIRST CALL." Flesh-pink, with two red spots, large flower.

CRESCENT. A dark cherry, black spots in upper petals.

DREAMLAND. Light pink, two dark spots.

BEACON. Rose-pink, white center, two dark spots, large flower.

CHALLENGE. White, two scarlet spots, large bloom.

DEFIANCE. Flesh-pink, two darker spots.

CONQUEROR. Salmon, lighter center, red spots.

RICHMOND. Brilliant pink, two red spots, lighter center.

CORNING. Very light pink, two dark spots; free bloomer.

TRIUMPH. Shrimp pink, mottled darker tones.

"CUPID." Light rose-pink, two blood red spots, dwarf variety.

CONTINENTAL. Lilac, dark rose stripes, white center.

FOWLER. Dark rose-pink, upper petals darker, two maroon spots, very free bloomer, dwarf habit.

MILTON. Light pink, overlaid red, large size, fine.

All varieties excepting "Beauty of Mountain View," at uniform price of 15 cents each or $1.50 per doz.

Metzner's New Geraniums

Extra large flowers and trusses. Exceptionally fine for bedding purposes. Single Varieties.

H. PLATH. Vivid flame scarlet, a striking color, fine form and habit. Medium growth. Continuous bloomer. Awarded "GOLD MEDAL" at the Panama-Pacific International Exposition.

GOVERNOR JOHNSON. Orange scarlet, extra large trusses. Single flowers. 2¾ inches in diameter. Awarded "SILVER MEDAL" at Panama-Pacific International Exposition.

MARY GARDEN. Delicate shade of salmon-pink, blending to light rose-pink. A very attractive color combination. Extra large trusses. Awarded "SILVER MEDAL" at Panama-Pacific International Exposition.

J. STITT WILSON. Brilliant orange flame scarlet, extra free blooming variety, fine trusses and large flowers. Awarded "BRONZE MEDAL" at Panama-Pacific International Exposition.

RAMONA. Bright Helen pink. Immense trusses.

TALLAC. Cherry crimson, grand bedding plant.

MASCOT. Bright cherry scarlet, extra large sized flowers and trusses.

LA PALOMA. Pure white, very free bloomer, choice in every way.

MAYOR ROLPH. Pleasing cherry scarlet, good in form and color.

TACOMA. Deep salmon-pink, tall grower, medium sized flowers.

ROSEA. Bright coral-pink, extra large flowers and trusses. Show variety.

CAMEO. Extra rich shade of salmon or coral, dwarf habit; fine for pot or window culture.

ESPARTO. Rich rose-pink (semi-double) large flower and trusses.

10 cents each; $1.00 per doz.; $7.50 per 100.

Choice strains of Flowering Plants raised from Selected Seed saved at Our Nursery.

	Per doz.
CINERARIAS. Strong plants, extra fine strain	$1.50
SCHIZANTHUS. Strong plants, extra fine strain	2.00
SNAPDRAGON. Strong plants, extra fine strain	1.00
VERBENAS. Strong plants, 10 colors, large flowering	1.00
PENSTEMON. Strong plants, 6 colors, large flowering	1.50
GAILLARDIAS. Strong plants, assorted, English strain	1.00
SALPIGLOSSIS. Strong plants, assorted, English strain	1.00
NEMESIAS. Strong plants, assorted, English strain	.75
STOCK. Double, 6 colors	.75
WALLFLOWERS. Assorted colors or dark brown	.75
SHASTA DAISIES. White	1.00
MARGUERITE MRS. SANDERS. White	1.50
GEUM, MRS. BRADSHAW	2.50
LARGE GIANT RUFFLED PETUNIAS. Single, assorted	1.50
LARGE GIANT RUFFLED PETUNIAS. Double, assorted	1.50
LARGE PETUNIA. Sutton's purple	1.50
STATICE. Three colors	1.50
IVY GERANIUMS. Six colors	1.50
FUCHSIAS. Six colors	1.50

	Each
PASSION VINES. Pink, dark rose or scarlet	$0.25
RHEMANNIA. Pink	.25
PARROT'S BILL. Scarlet flower	.50
PRIMULA MALACOIDES. Large flowering	.25
IRIS (GLADWYN). Scarlet seed pods	.25

CYCLAMEN. Free flowering (all colors) in season.

TUBEROUS BEGONIAS. Fine range of colors.

Plain, frilled or crested, small size	.15
Plain, monster flowers	.25
CALLA LILY BULBS (white)	.15

	Per doz.
ROSES. Strong one-year plants	$1.00
Strong two-year plants	2.50
Strong three-year plants	4.00

Choice varieties, our selection, on own roots.

PANSIES. Extra large flowering types. German, French and English. Strains from our own seed	.50

Correspondence solicited for any and all plants not listed in our catalogue. We can furnish almost everything at reasonable prices in season.

METZNER FLORAL COMPANY.

We offer a limited range of high grade seed of our own crossings from imported types.

	Per pkt.
GERANIUM	$0.15
GERBERA (African Daisy)	.25
GAILLARDIAS. Imported strain	.15
SHASTA DAISY	.15
STATICE (Latifolia)	.15
STOCK. Double	.15
WALLFLOWERS. Dark shades	.15
NEMESIAS. English strain	.15
PANSIES. Our Giant strain	.50
PANSIES. Select	.25
PETUNIAS. Single Giant Ruffled	.25
SALPIGLOSSIS. Large flowering	.15
VERBENAS. Our crossings	.15
CARNATIONS. Choice double	.25
CINERARIAS. Extra choice	.25
CALLA LILY. White	.25
DAHLIAS. Extra fine	.25
GLADIOLI. Grand Prize strain	.25
IRIS (GLADWYN)	.25
TUBEROUS BEGONIAS. Our hybrids	.25

Metzner's Peerless Pansies

This strain is the result of several years of careful selection and blending of the highest foreign types. The range of colors is remarkable; the petals come plain or fluted, the size frequently four inches in diameter.

Strong plants, assorted	per doz.	$0.50
Smaller plants, assorted	per doz.	.25
Smaller plants, assorted	per 100	1.50
SEED. Metzner's Peerless Pansies	per pkt.	.50

Gladioli Seed and Bulblets

SEED from our Grand Prize strain	per pkt.	$0.25
BULBLETS from our Grand Prize strain	per doz.	.25